BUSINESS FOR UNICORNS

MARK FISHER'S

TOP BOOKS OF ALL TIME

Hey there Gym Owner!

Thanks so much for your interest in my lists of favorite books.

To state the very obvious, ***"top books"*** is pretty subjective. A lot of how books impact us depends on when we read them.

This is partly due to our season of life. A book like The Power Broker may not have resonated to me when I was in my 20's. Related, the first time I read Crucial Conversations, I didn't have enough personal conflict in my life for it to be very applicable. But when I re-read it a few years later, it became a bible for navigating a number of difficult conversations I needed to have.

Less appreciated, a book's impact also depends on what we've read before. There are a wide variety of business and intellectual "idea nutrients" that show up in different books. You don't need to read any particular book, because these "nutrients" are present in a lot of books.

Many books naturally regurgitate the most powerful idea nutrients. So my list is shaped by which books first introduced various concepts to me. Had I read some of these after other books with the same idea nutrients, they may not have had the same impact.

All of that to say… this is just my personal list of books that have impacted how I think about the world. This is not meant to be the ***"Objective Best List of Books for All Humans."***

A final note; I've read a lot of books in my life. But if I were to give one piece of advice that relates to the above observations, it's this:

Re-read great books.

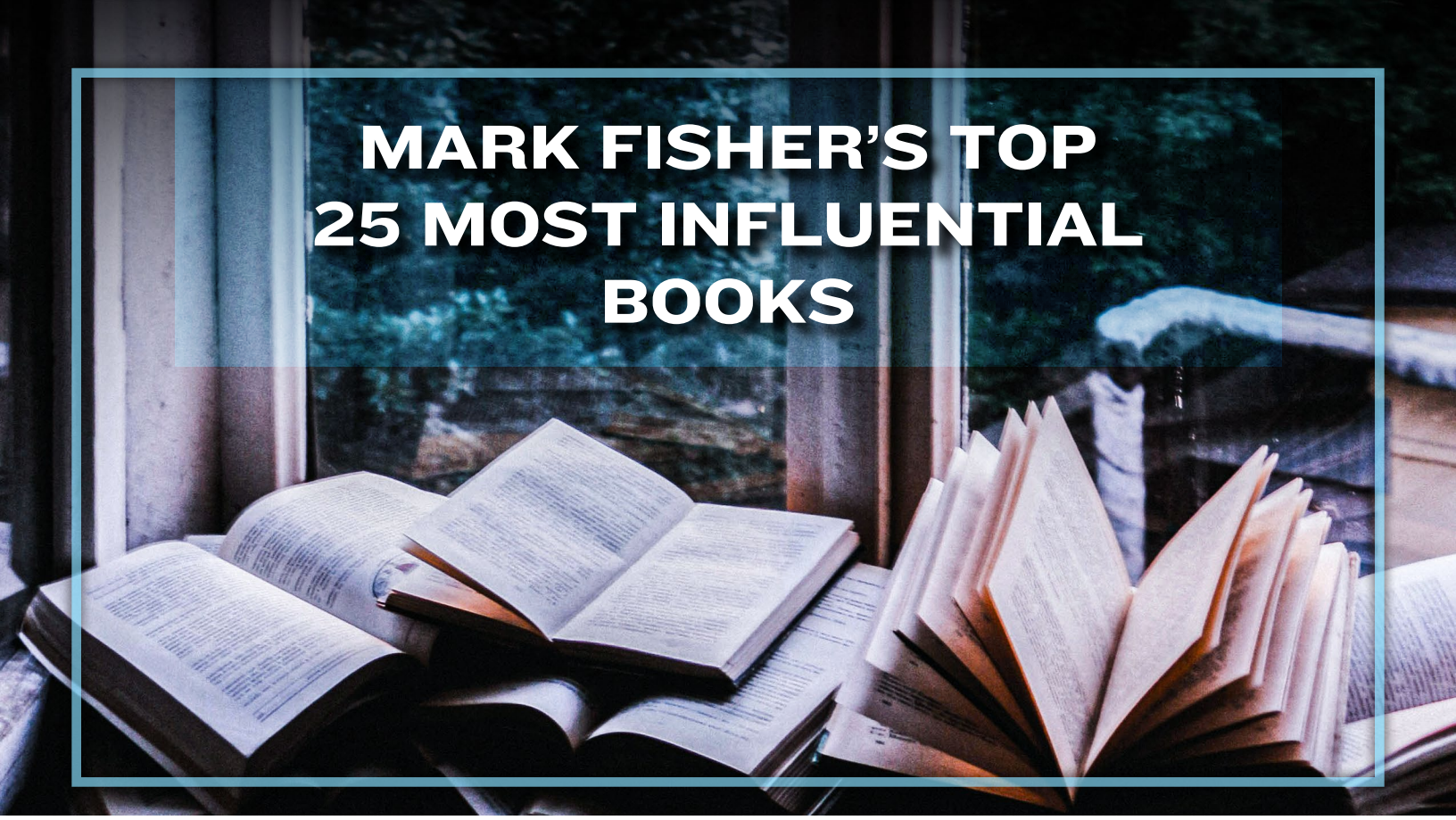
For instance, I've re-read each of my Top 15 Business Books at least twice. I've read most of them at least three times, and some as many as four to five times.

As the saying goes, ***"You can never step into a river twice."*** A book is never the same the second time around. Because you are never the same. You'll have a different context to consider and absorb the lessons.

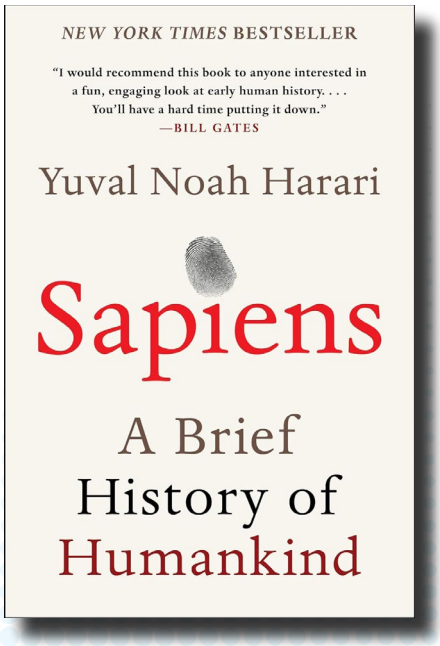
My hope is you find some new books for your queue that bring pleasure, wisdom, and results.

Bookworm nerds unite forever,
Mark

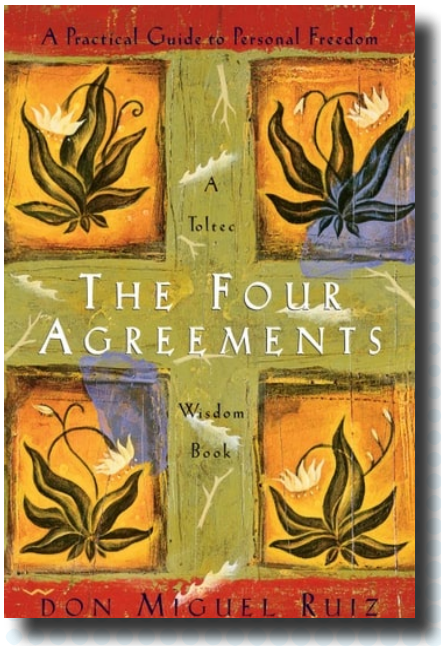
PS If you want to learn more about how I approach learning, you can check out this blog post ***HERE***.



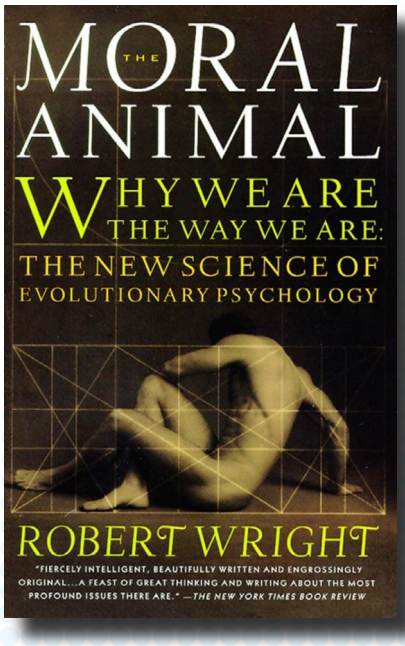
MARK FISHER'S TOP 25 MOST INFLUENTIAL BOOKS


NEW YORK TIMES BESTSELLER
"I would recommend this book to anyone interested in a fun, engaging look at early human history. . . . You'll have a hard time putting it down."
—BILL GATES
Yuval Noah Harari
Sapiens
A Brief History of Humankind

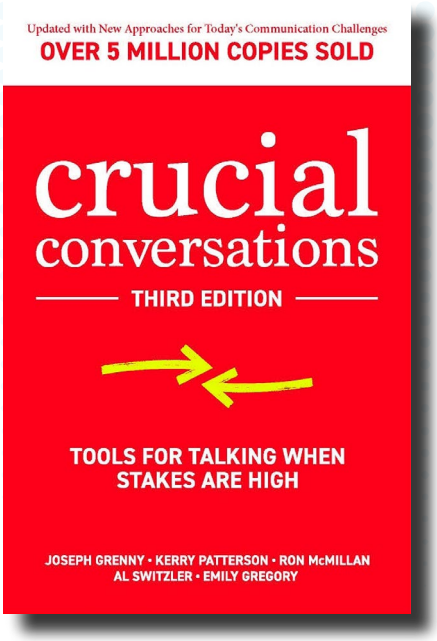
Sapiens: A Brief History of Humankind
by Yuval Noah Harari



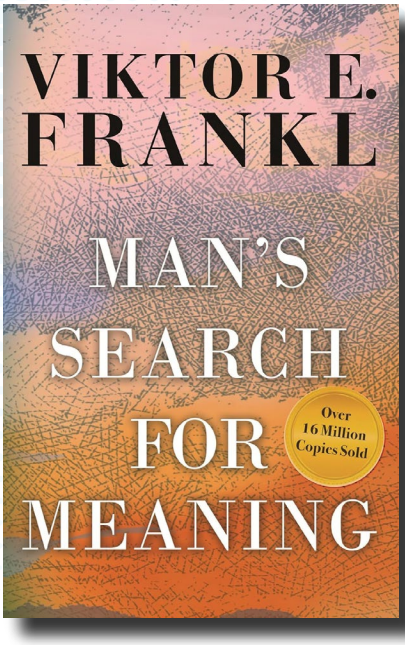
The Four Agreements: A Practical Guide to Personal Freedom
by Don Miguel Ruiz


THE MORAL ANIMAL
WHY WE ARE THE WAY WE ARE:
THE NEW SCIENCE OF EVOLUTIONARY PSYCHOLOGY
ROBERT WRIGHT
"FIERCELY INTELLIGENT, BEAUTIFULLY WRITTEN AND ENGROSSINGLY ORIGINAL... A FEAST OF GREAT THINKING AND WRITING ABOUT THE MOST PROFOUND ISSUES THERE ARE." —THE NEW YORK TIMES BOOK REVIEW

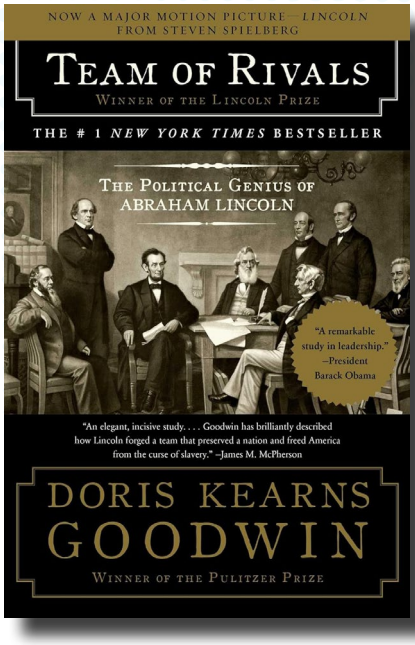
The Moral Animal: Why We Are the Way We Are: The New Science of Evolutionary Psychology
by Robert Wright


Updated with New Approaches for Today's Communication Challenges
OVER 5 MILLION COPIES SOLD
crucial conversations
THIRD EDITION
TOOLS FOR TALKING WHEN STAKES ARE HIGH
JOSEPH GRENNY • KERRY PATTERSON • RON McMILLAN
AL SWITZLER • EMILY GREGORY

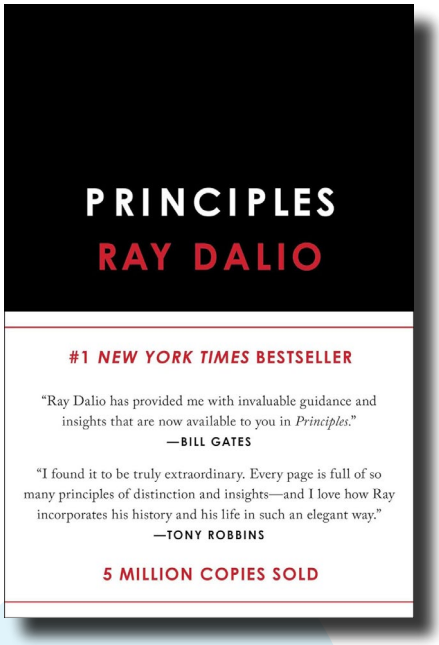
Crucial Conversations: Tools for Talking When Stakes Are High
by Grenny, Patterson, McMillan, Switzler, Gregory



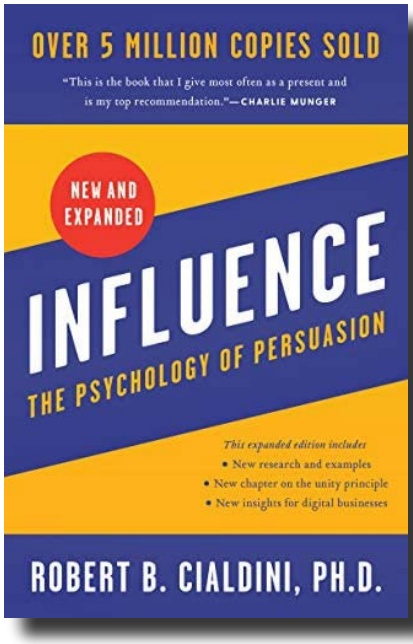
Man's Search for Meaning
by Viktor E. Frankl


NOW A MAJOR MOTION PICTURE — LINCOLN
FROM STEVEN SPIELBERG
TEAM OF RIVALS
WINNER OF THE LINCOLN PRIZE
THE # 1 NEW YORK TIMES BESTSELLER
THE POLITICAL GENIUS OF ABRAHAM LINCOLN
"A remarkable study in leadership." —President Barack Obama
"An elegant, incisive study. . . . Goodwin has brilliantly described how Lincoln forged a team that preserved a nation and freed America from the curse of slavery." –James M. McPherson
DORIS KEARNS GOODWIN
WINNER OF THE PULITZER PRIZE

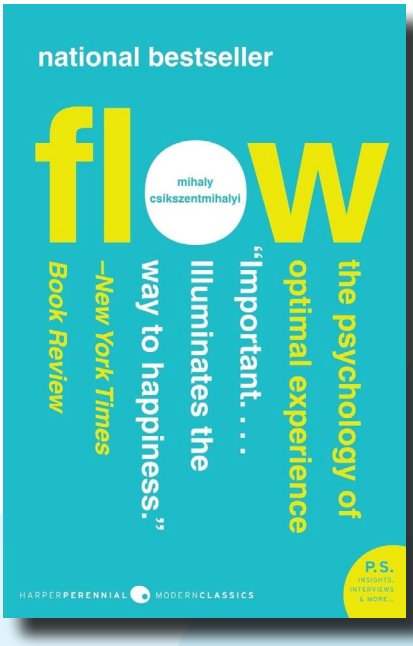
Team of Rivals: The Political Genius of Abraham Lincoln
by Doris Kearns Goodwin


PRINCIPLES
RAY DALIO
#1 NEW YORK TIMES BESTSELLER
"Ray Dalio has provided me with invaluable guidance and insights that are now available to you in Principles."
—BILL GATES
"I found it to be truly extraordinary. Every page is full of so many principles of distinction and insights—and I love how Ray incorporates his history and his life in such an elegant way."
—TONY ROBBINS
5 MILLION COPIES SOLD

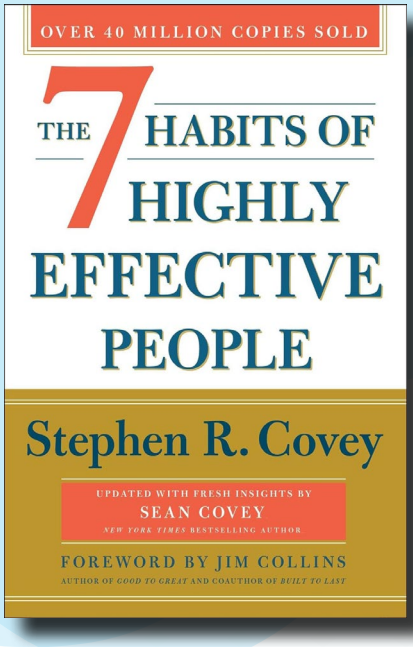
Principles: Life and Work
by Ray Dalio


OVER 5 MILLION COPIES SOLD
"This is the book that I give most often as a present and is my top recommendation."—CHARLIE MUNGER
NEW AND EXPANDED
INFLUENCE
THE PSYCHOLOGY OF PERSUASION
This expanded edition includes
• New research and examples
• New chapter on the unity principle
• New insights for digital businesses
ROBERT B. CIALDINI, PH.D.

Influence: The Psychology of Persuasion
by Robert B. Cialdini

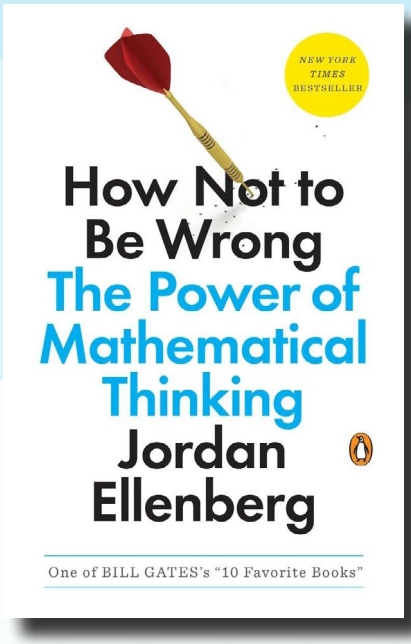


Flow: The Psychology of Optimal Experience
by Mihaly Csikszentmihalyi


OVER 40 MILLION COPIES SOLD
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE
Stephen R. Covey
UPDATED WITH FRESH INSIGHTS BY
SEAN COVEY
NEW YORK TIMES BESTSELLING AUTHOR
FOREWORD BY JIM COLLINS
AUTHOR OF GOOD TO GREAT AND COAUTHOR OF BUILT TO LAST

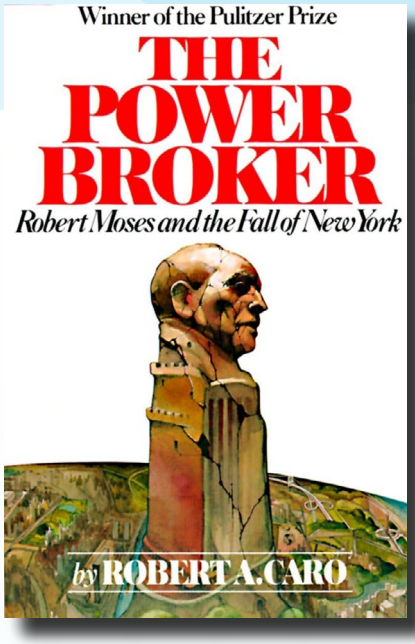
The 7 Habits of Highly Effective People

by Stephen R. Covey


NEW YORK TIMES BESTSELLER
How Not to Be Wrong
The Power of Mathematical Thinking
Jordan Ellenberg
One of BILL GATES's "10 Favorite Books"

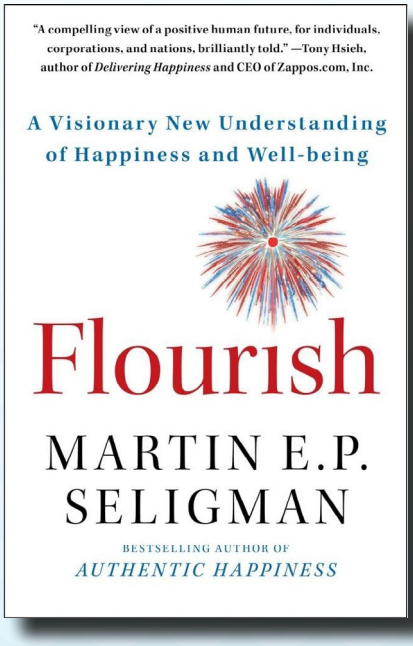
How To Not Be Wrong: The Power of Mathematical Thinking

by Jordan Ellenberg



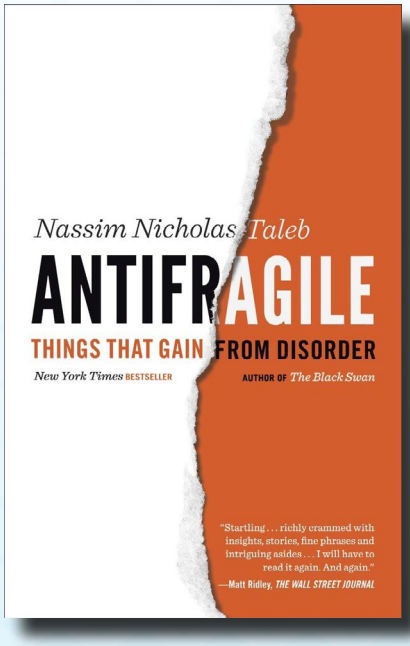
The Power Broker: Robert Moses and the Fall of New York

by Robert A. Caro


"A compelling view of a positive human future, for individuals, corporations, and nations, brilliantly told." —Tony Hsieh, author of Delivering Happiness and CEO of Zappos.com, Inc.
A Visionary New Understanding of Happiness and Well-being
Flourish
MARTIN E.P. SELIGMAN
BESTSELLING AUTHOR OF
AUTHENTIC HAPPINESS

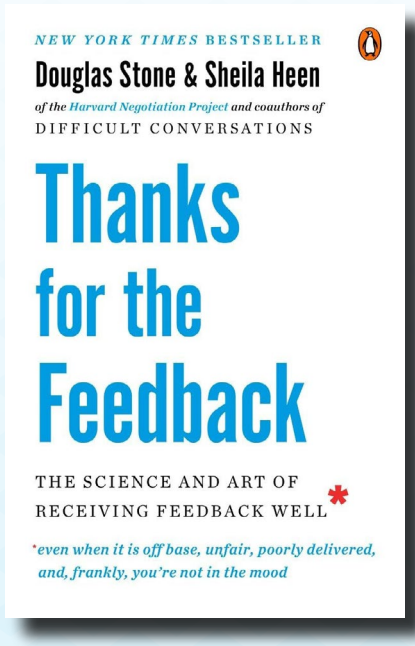
Flourish: A Visionary New Understanding of Happiness and Well-being

by Martin E. P. Seligman


Nassim Nicholas Taleb
ANTIFRAGILE
THINGS THAT GAIN FROM DISORDER
New York Times BESTSELLER
AUTHOR OF The Black Swan
"Startling . . . richly crammed with insights, stories, fine phrases and intriguing asides . . . I will have to read it again. And again."
—Matt Ridley, THE WALL STREET JOURNAL

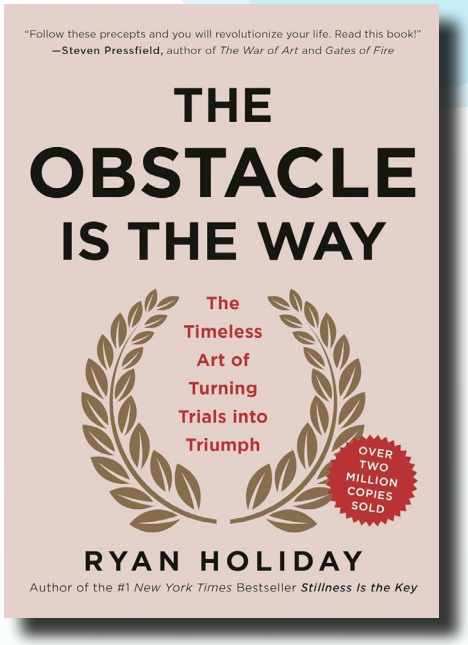
Antifragile: Things That Gain from Disorder

by Nassim Nicholas Taleb


NEW YORK TIMES BESTSELLER
Douglas Stone & Sheila Heen
of the Harvard Negotiation Project and coauthors of
DIFFICULT CONVERSATIONS
Thanks for the Feedback
THE SCIENCE AND ART OF RECEIVING FEEDBACK WELL
*even when it is off base, unfair, poorly delivered, and, frankly, you're not in the mood

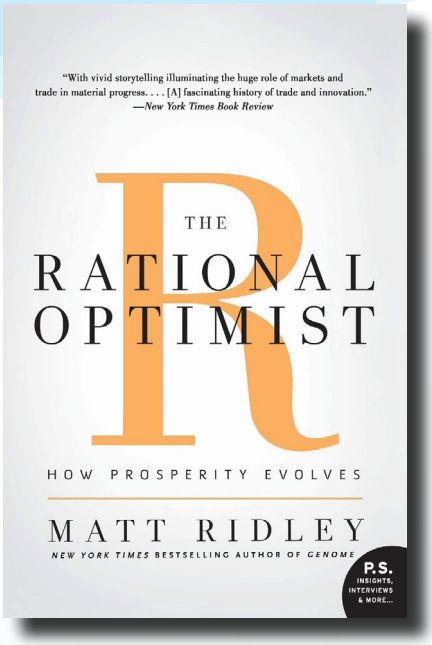
Thanks for the Feedback: The Science and Art of Receiving Feedback Well

by Douglas Stone


"Follow these precepts and you will revolutionize your life. Read this book!"
—Steven Pressfield, author of The War of Art and Gates of Fire
THE OBSTACLE IS THE WAY
The Timeless Art of Turning Trials into Triumph
OVER TWO MILLION COPIES SOLD
RYAN HOLIDAY
Author of the #1 New York Times Bestseller Stillness Is the Key

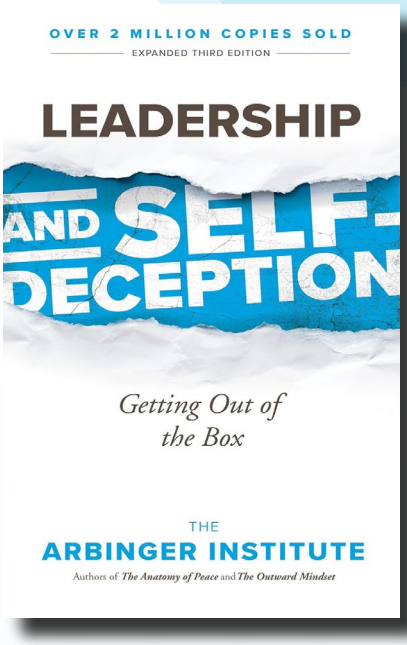
The Obstacle Is the Way: The Timeless Art of Turning Trials into Triumph

by Ryan Holiday


"With vivid storytelling illuminating the huge role of markets and trade in material progress. . . . [A] fascinating history of trade and innovation."
—New York Times Book Review
THE RATIONAL OPTIMIST
HOW PROSPERITY EVOLVES
MATT RIDLEY
NEW YORK TIMES BESTSELLING AUTHOR OF GENOME
P.S. INSIGHTS, INTERVIEWS & MORE...

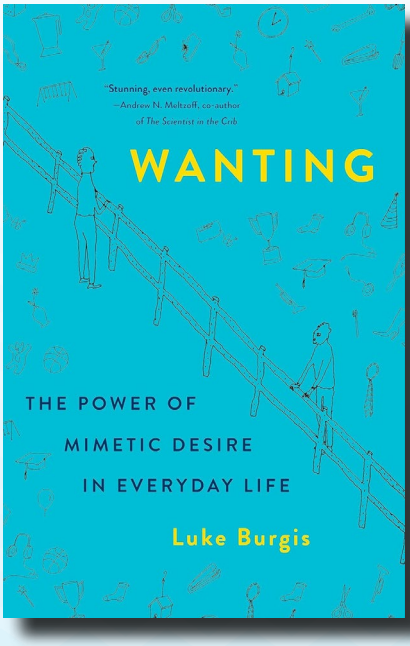
The Rational Optimist: How Prosperity Evolves

by Matt Ridley


OVER 2 MILLION COPIES SOLD
EXPANDED THIRD EDITION
LEADERSHIP AND SELF-DECEPTION
Getting Out of the Box
THE ARBINGER INSTITUTE
Authors of The Anatomy of Peace and The Outward Mindset

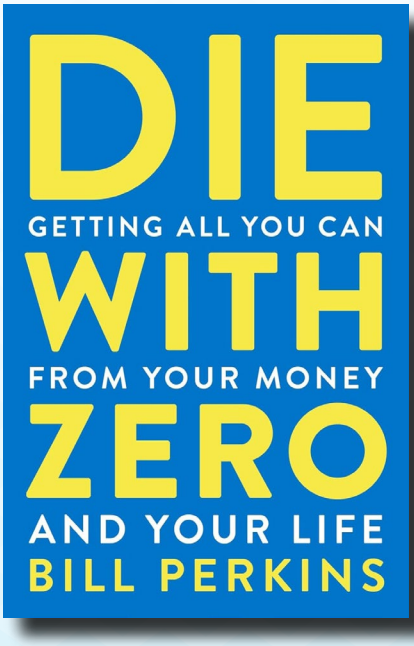
Leadership and Self-Deception: Getting Out of the Box

by The Arbinger Institute


"Stunning, even revolutionary."
—Andrew N. Meltzoff, co-author of The Scientist in the Crib
WANTING
THE POWER OF MIMETIC DESIRE IN EVERYDAY LIFE
Luke Burgis

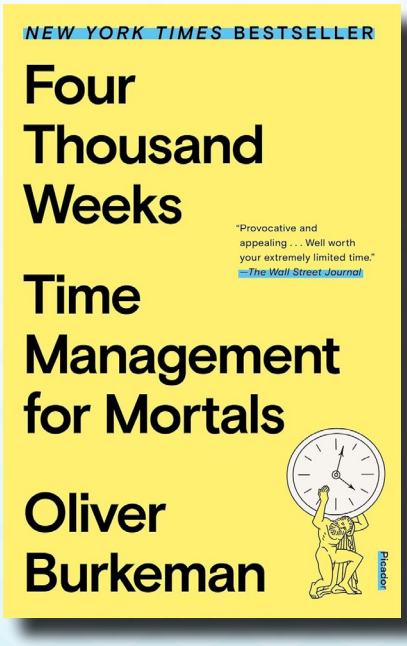
Wanting: The Power of Mimetic Desire in Everyday Life

by Luke Burgis



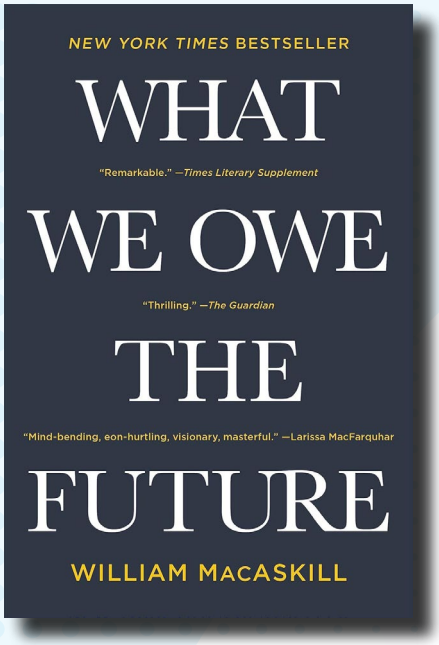
Die with Zero: Getting All You Can from Your Money and Your life

by Bill Perkins

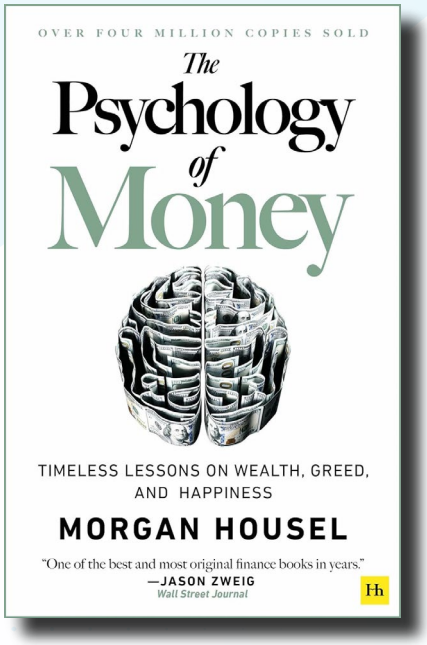

NEW YORK TIMES BESTSELLER
Four Thousand Weeks
Time Management for Mortals
"Provocative and appealing . . . Well worth your extremely limited time."
—The Wall Street Journal
Oliver Burkeman
Picador

Four Thousand Weeks: Time Management for Mortals

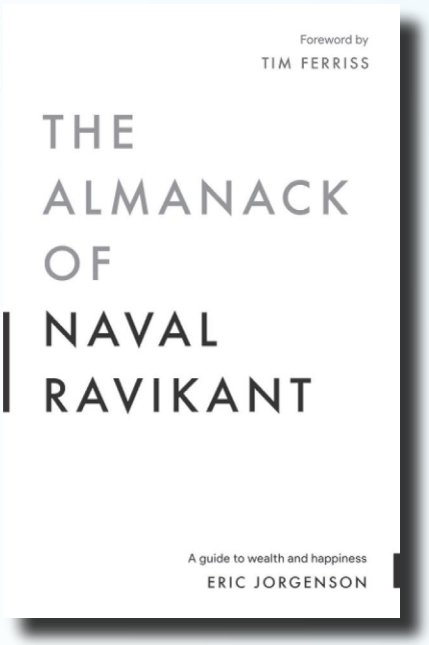
by Oliver Burkeman



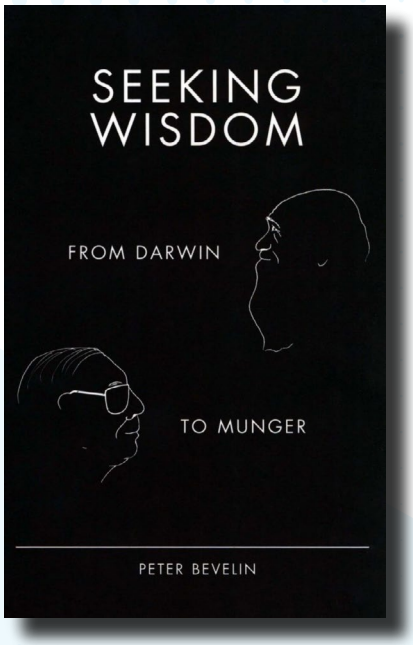
What We Owe the Future
by William MacAskill



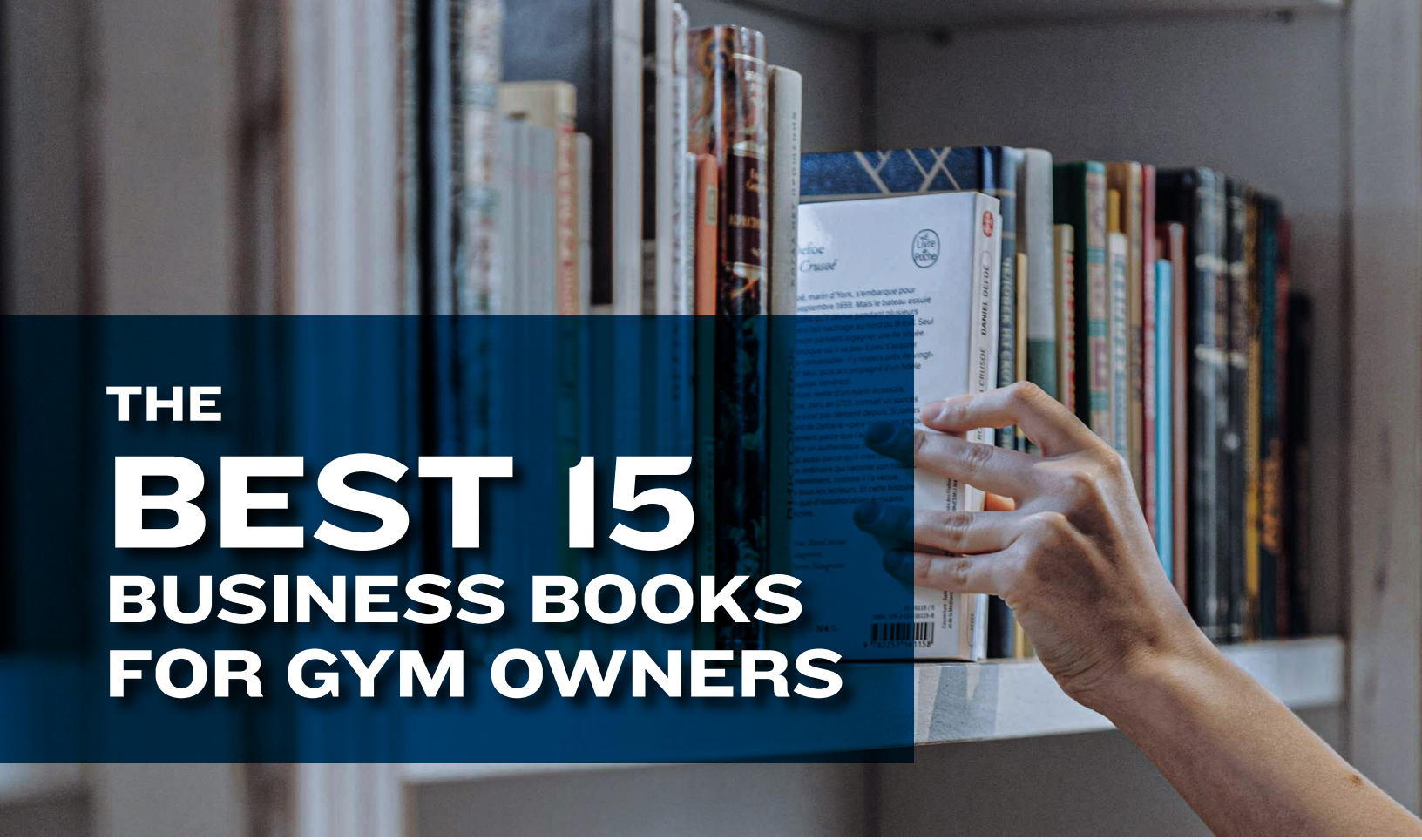
The Psychology of Money: Timeless Lessons on Wealth, Greed, and Happiness
by Morgan Housel



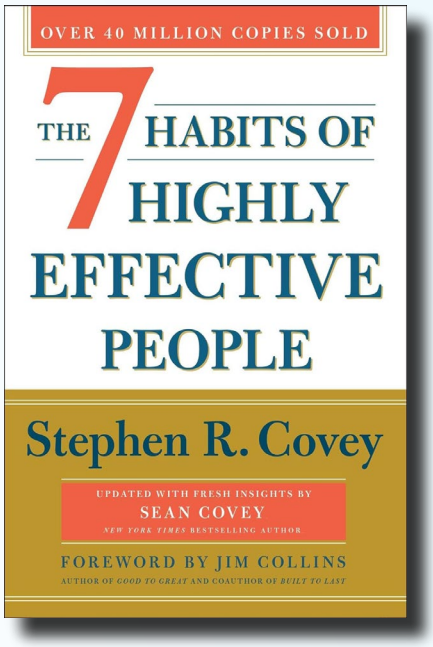
The Almanack of Naval Ravikant: A Guide to Wealth and Happiness
by Eric Jorgenson



Seeking Wisdom: From Darwin to Munger
by Peter Bevelin

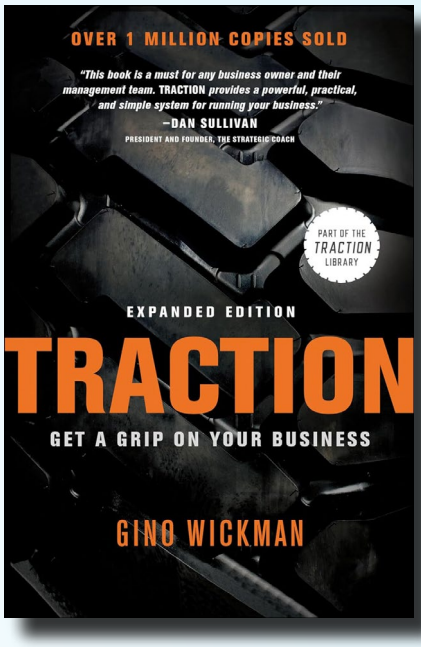


THE BEST 15 BUSINESS BOOKS FOR GYM OWNERS


OVER 40 MILLION COPIES SOLD
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE
Stephen R. Covey
UPDATED WITH FRESH INSIGHTS BY
SEAN COVEY
NEW YORK TIMES BESTSELLING AUTHOR
FOREWORD BY JIM COLLINS
AUTHOR OF GOOD TO GREAT AND COAUTHOR OF BUILT TO LAST

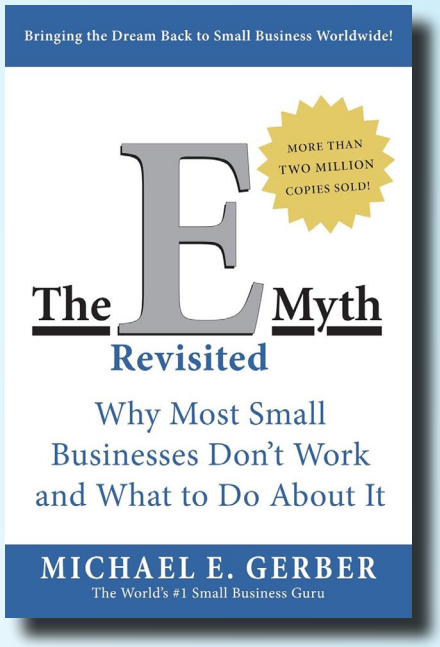
The 7 Habits of Highly Effective People

by Stephen R. Covey


OVER 1 MILLION COPIES SOLD
"This book is a must for any business owner and their management team. TRACTION provides a powerful, practical, and simple system for running your business."
—DAN SULLIVAN
PRESIDENT AND FOUNDER, THE STRATEGIC COACH
PART OF THE TRACTION LIBRARY
EXPANDED EDITION
TRACTION
GET A GRIP ON YOUR BUSINESS
GINO WICKMAN

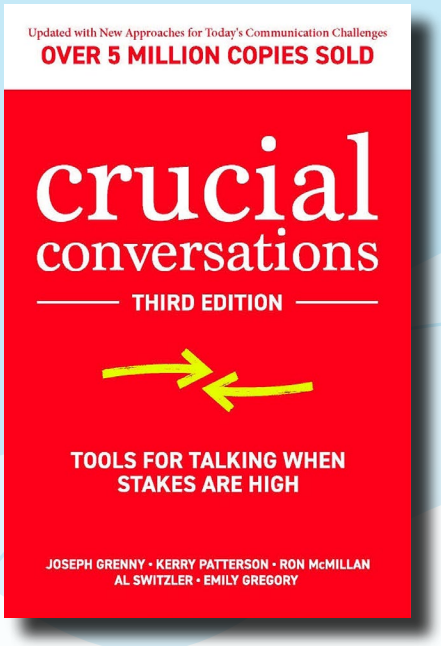
Traction: Get a Grip on Your Business

by Gino Wickman


Bringing the Dream Back to Small Business Worldwide!
MORE THAN TWO MILLION COPIES SOLD!
The E Myth Revisited
Why Most Small Businesses Don't Work and What to Do About It
MICHAEL E. GERBER
The World's #1 Small Business Guru

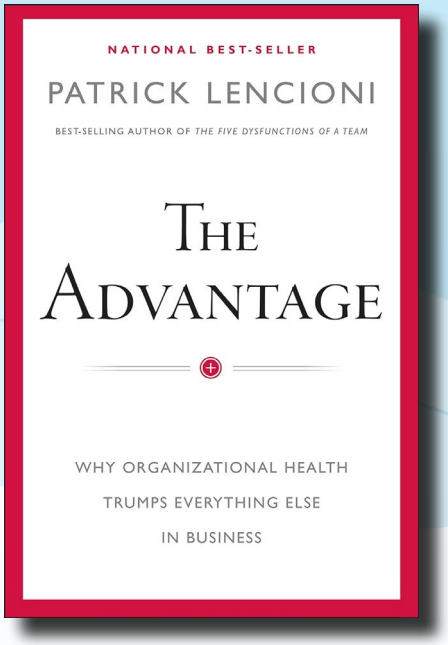
E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

by Michael E. Gerber


Updated with New Approaches for Today's Communication Challenges
OVER 5 MILLION COPIES SOLD
crucial conversations
THIRD EDITION
TOOLS FOR TALKING WHEN STAKES ARE HIGH
JOSEPH GRENNY • KERRY PATTERSON • RON McMILLAN
AL SWITZLER • EMILY GREGORY

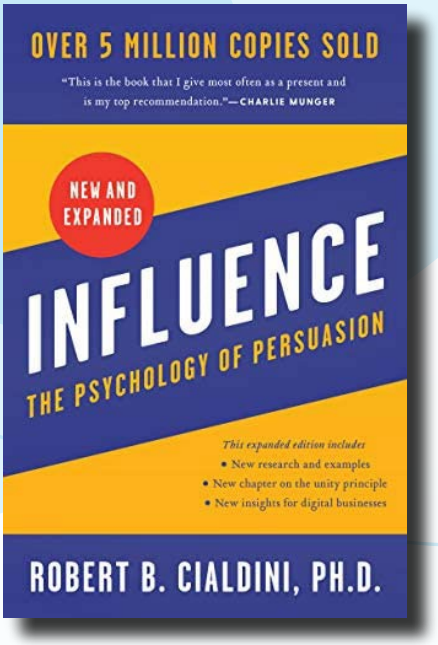
Crucial Conversations: Tools for Talking When Stakes Are High

by Grenny, Patterson, McMillan, Switzler, Gregory



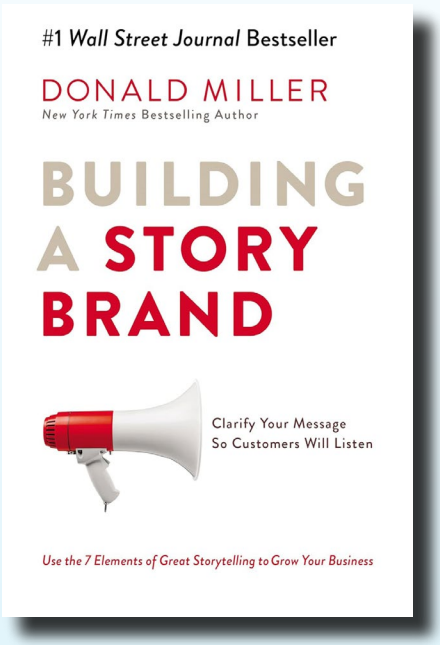
The Advantage: Why Organizational Health Trumps Everything Else In Business

by Patrick M. Lencioni


OVER 5 MILLION COPIES SOLD
"This is the book that I give most often as a present and is my top recommendation."—CHARLIE MUNGER
NEW AND EXPANDED
INFLUENCE
THE PSYCHOLOGY OF PERSUASION
This expanded edition includes
• New research and examples
• New chapter on the unity principle
• New insights for digital businesses
ROBERT B. CIALDINI, PH.D.

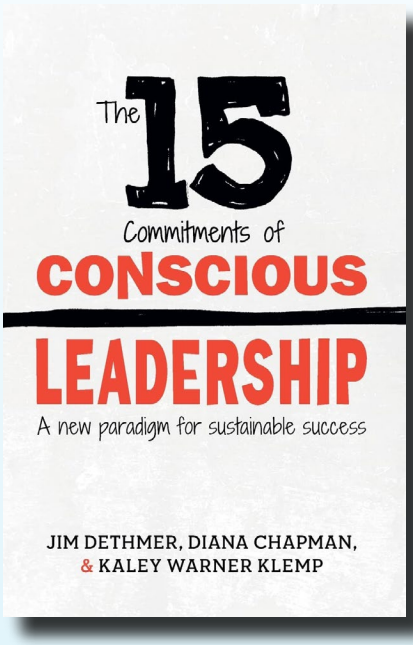
Influence: The Psychology of Persuasion

by Robert B. Cialdini


#1 Wall Street Journal Bestseller
DONALD MILLER
New York Times Bestselling Author
BUILDING A STORY BRAND
Clarify Your Message So Customers Will Listen
Use the 7 Elements of Great Storytelling to Grow Your Business

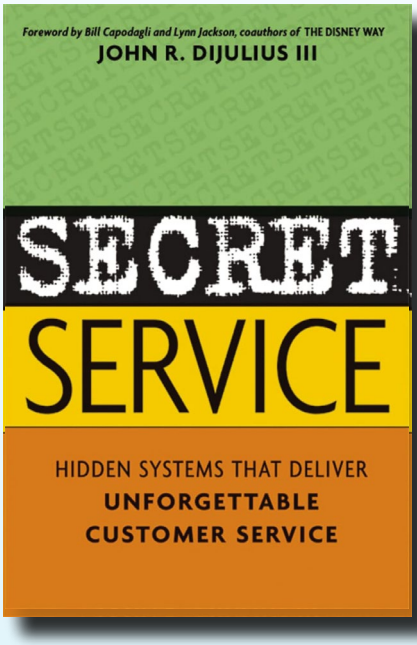
Building a StoryBrand: Clarify Your Message So Customers Will Listen

by Donald Miller


The 15 Commitments of
CONSCIOUS LEADERSHIP
A new paradigm for sustainable success
JIM DETHMER, DIANA CHAPMAN,
& KALEY WARNER KLEMP

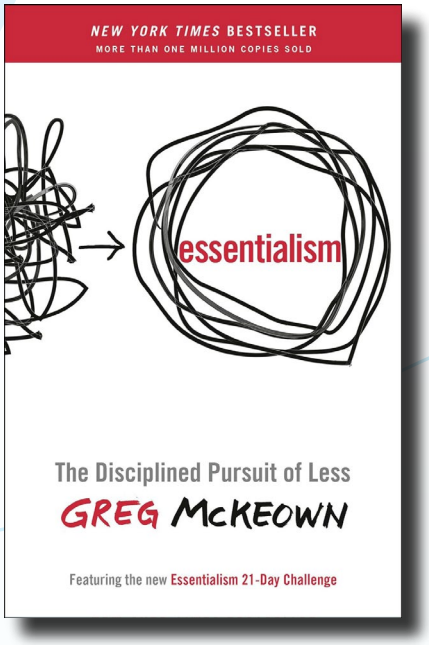
The 15 Commitments of Conscious Leadership: A New Paradigm for Sustainable Success

by Dethmer, Chapman & Klemp


Foreword by Bill Capodagli and Lynn Jackson, coauthors of THE DISNEY WAY
JOHN R. DIJULIUS III
SECRET SERVICE
HIDDEN SYSTEMS THAT DELIVER
UNFORGETTABLE
CUSTOMER SERVICE

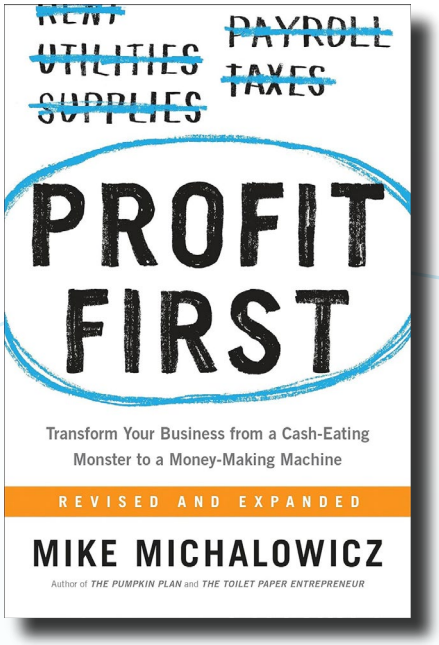
Secret Service: Hidden Systems That Deliver Unforgettable Customer Service

by John R. DiJulius III


NEW YORK TIMES BESTSELLER
MORE THAN ONE MILLION COPIES SOLD
essentialism
The Disciplined Pursuit of Less
GREG McKEOWN
Featuring the new Essentialism 21-Day Challenge

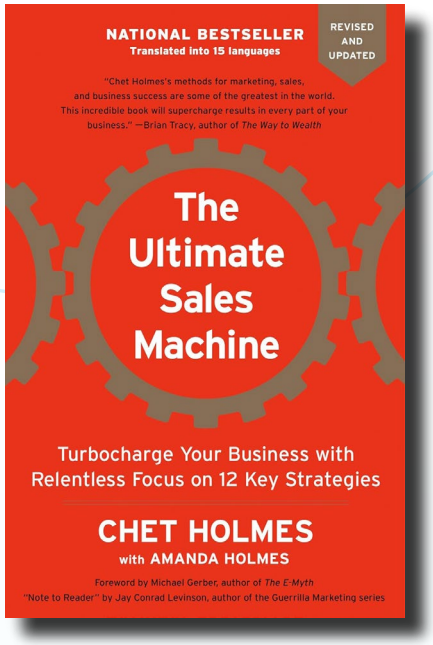
Essentialism: The Disciplined Pursuit of Less

by Greg McKeown



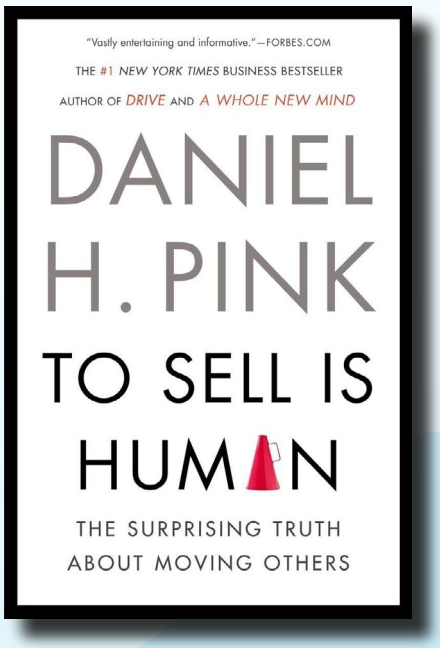
Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

by Mike Michalowicz


NATIONAL BESTSELLER
Translated into 15 languages
REVISED AND UPDATED
"Chet Holmes's methods for marketing, sales, and business success are some of the greatest in the world. This incredible book will supercharge results in every part of your business." —Brian Tracy, author of The Way to Wealth
The Ultimate Sales Machine
Turbocharge Your Business with Relentless Focus on 12 Key Strategies
CHET HOLMES
with AMANDA HOLMES
Foreword by Michael Gerber, author of The E-Myth
"Note to Reader" by Jay Conrad Levinson, author of the Guerrilla Marketing series

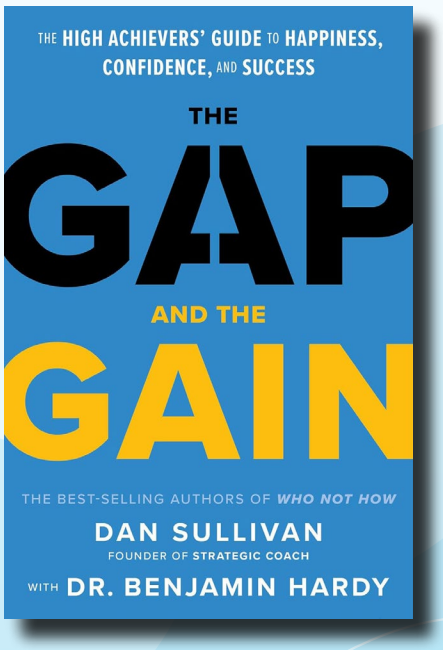
The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies

by Chet Holmes


"Vastly entertaining and informative."—FORBES.COM
THE #1 NEW YORK TIMES BUSINESS BESTSELLER
AUTHOR OF DRIVE AND A WHOLE NEW MIND
DANIEL H. PINK
TO SELL IS HUMAN
THE SURPRISING TRUTH ABOUT MOVING OTHERS

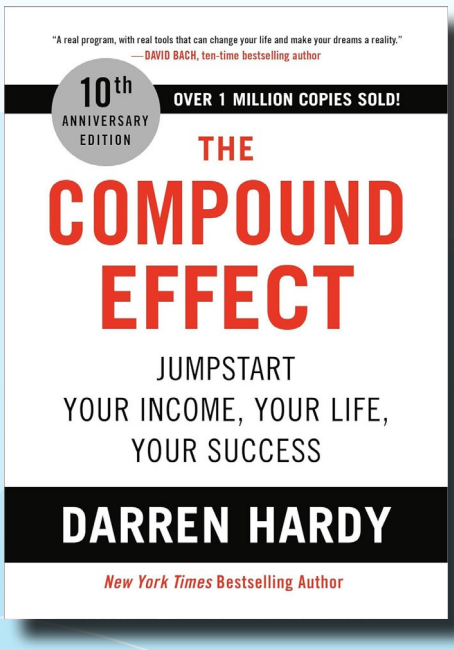
To Sell Is Human: The Surprising Truth About Moving Others

by Daniel H. Pink


THE HIGH ACHIEVERS' GUIDE TO HAPPINESS, CONFIDENCE, AND SUCCESS
THE GAP AND THE GAIN
THE BEST-SELLING AUTHORS OF WHO NOT HOW
DAN SULLIVAN
FOUNDER OF STRATEGIC COACH
WITH DR. BENJAMIN HARDY

The Gap and The Gain: The High Achievers' Guide to Happiness, Confidence, and Success

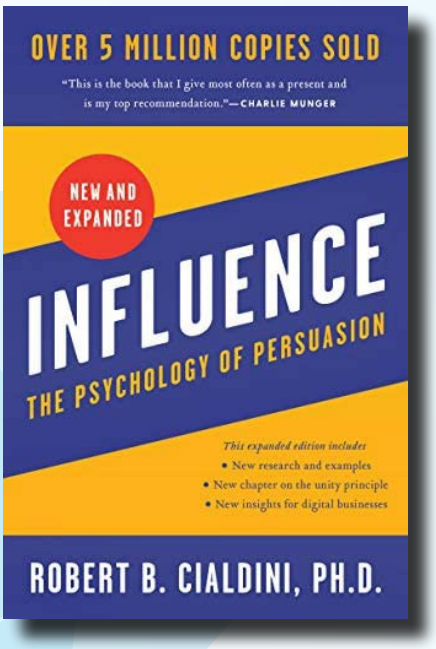
by Dan Sullivan &
Dr. Benjamin Hardy


"A real program, with real tools that can change your life and make your dreams a reality."
—DAVID BACH, ten-time bestselling author
10th ANNIVERSARY EDITION
OVER 1 MILLION COPIES SOLD!
THE COMPOUND EFFECT
JUMPSTART YOUR INCOME, YOUR LIFE, YOUR SUCCESS
DARREN HARDY
New York Times Bestselling Author

The Compound Effect: Jumpstart Your Income, Your Life, Your Success

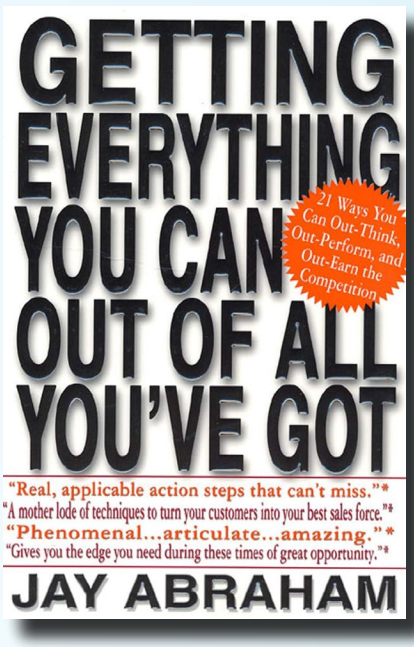
by Darren Hardy

TOP 10 MARKETING BOOKS FOR GYM OWNERS


OVER 5 MILLION COPIES SOLD
"This is the book that I give most often as a present and is my top recommendation."—CHARLIE MUNGER
NEW AND EXPANDED
INFLUENCE
THE PSYCHOLOGY OF PERSUASION
This expanded edition includes
• New research and examples
• New chapter on the unity principle
• New insights for digital businesses
ROBERT B. CIALDINI, PH.D.

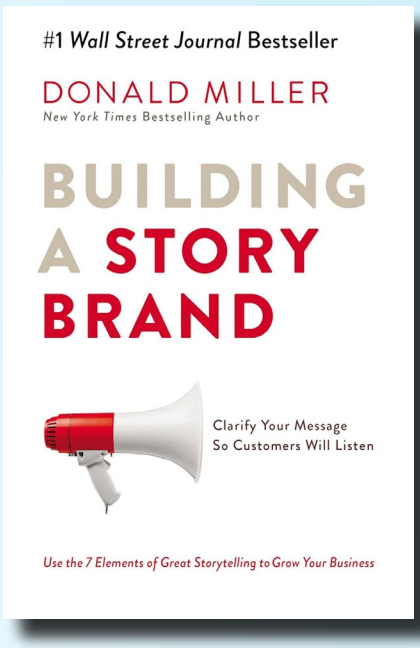
Influence: The Psychology of Persuasion

by Robert B. Cialdini


GETTING EVERYTHING YOU CAN OUT OF ALL YOU'VE GOT
21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition
"Real, applicable action steps that can't miss."*
"A mother lode of techniques to turn your customers into your best sales force."*
"Phenomenal...articulate...amazing."*
"Gives you the edge you need during these times of great opportunity."*
JAY ABRAHAM

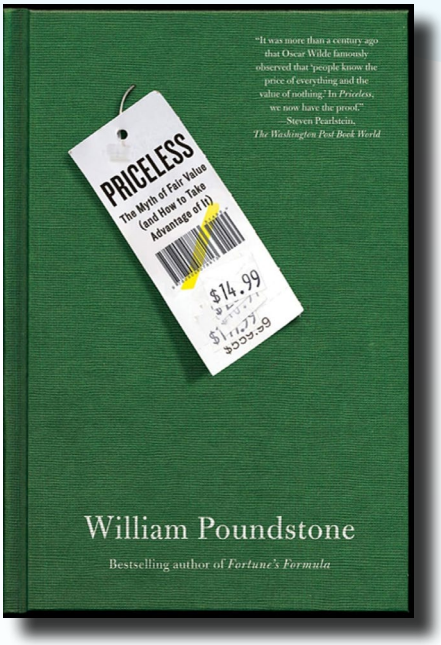
Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition

by Jay Abraham


#1 Wall Street Journal Bestseller
DONALD MILLER
New York Times Bestselling Author
BUILDING A STORY BRAND
Clarify Your Message So Customers Will Listen
Use the 7 Elements of Great Storytelling to Grow Your Business

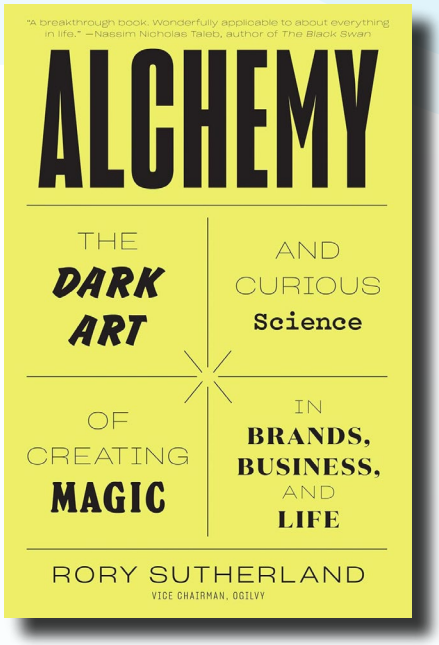
Building a StoryBrand: Clarify Your Message So Customers Will Listen

by Donald Miller


"It was more than a century ago that Oscar Wilde famously observed that 'people know the price of everything and the value of nothing.' In Priceless, we now have the proof."
—Steven Pearlstein, The Washington Post Book World
PRICELESS
The Myth of Fair Value (and How to Take Advantage of It)
$14.99
William Poundstone
Bestselling author of Fortune's Formula

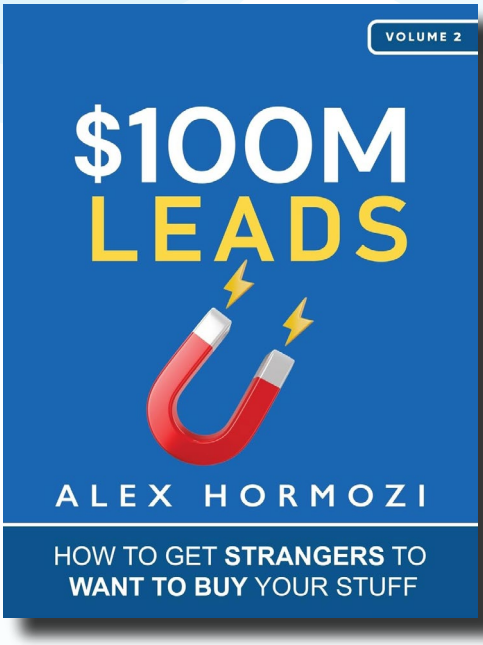
Priceless: The Myth of Fair Value (And How to Take Advantage of It)

by William Poundstone


"A breakthrough book. Wonderfully applicable to about everything in life." —Nassim Nicholas Taleb, author of The Black Swan
ALCHEMY
THE DARK ART OF CREATING MAGIC
AND CURIOUS Science IN BRANDS, BUSINESS, AND LIFE
RORY SUTHERLAND
VICE CHAIRMAN, OGILVY

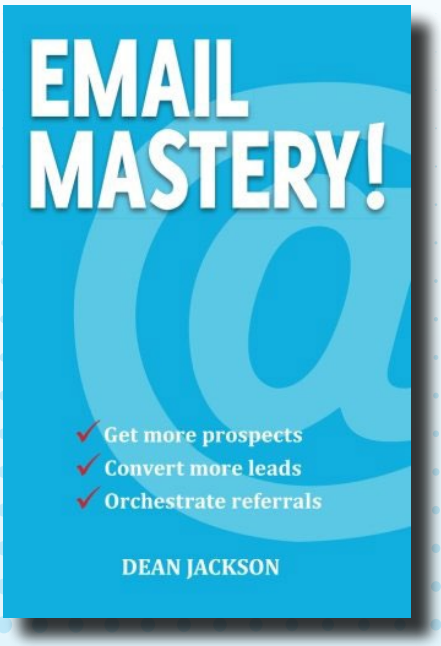
Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life

by Rory Sutherland



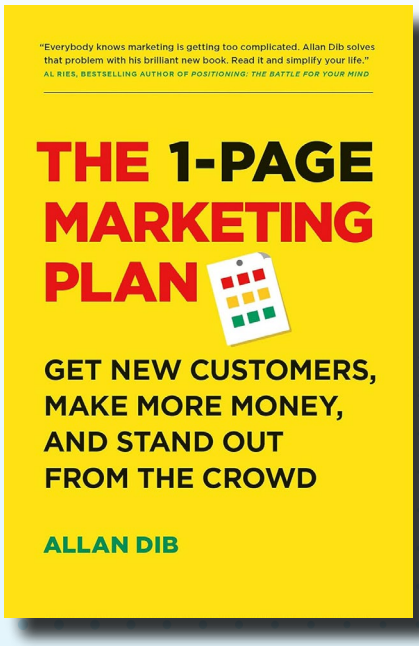
$100m Leads: How to Get Strangers to Want to Buy Your Stuff

by Alex Hormozi



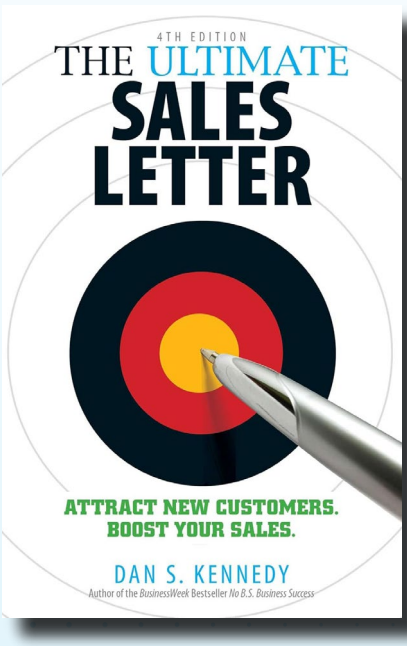
Email Mastery!

by Dean Jackson


"Everybody knows marketing is getting too complicated. Allan Dib solves that problem with his brilliant new book. Read it and simplify your life."
AL RIES, BESTSELLING AUTHOR OF POSITIONING: THE BATTLE FOR YOUR MIND
THE 1-PAGE MARKETING PLAN
GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD
ALLAN DIB

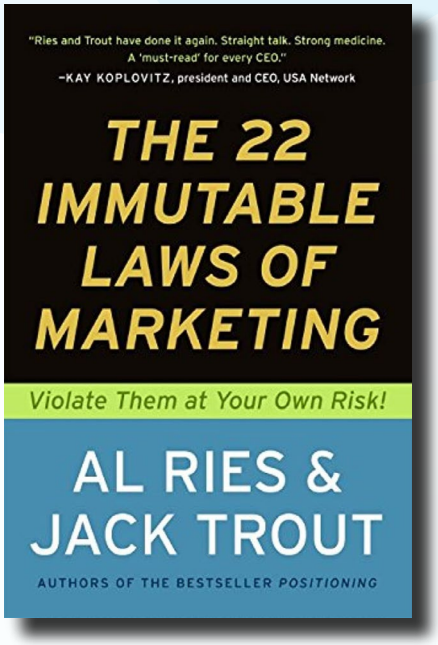
The 1-Page Marketing Plan: Get New Customers, Make More Money, and Stand Out From the Crowd

by Allan Dib


4TH EDITION
THE ULTIMATE SALES LETTER
ATTRACT NEW CUSTOMERS. BOOST YOUR SALES.
DAN S. KENNEDY
Author of the BusinessWeek Bestseller No B.S. Business Success

The Ultimate Sales Letter: Attract New Customers. Boost Your Sales

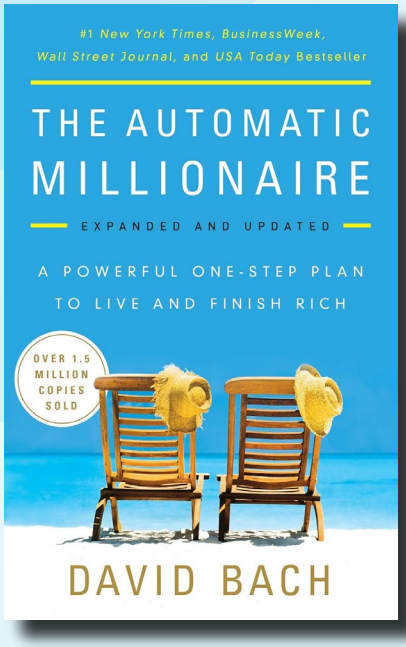
by Dan S. Kennedy


"Ries and Trout have done it again. Straight talk. Strong medicine. A 'must-read' for every CEO."
–KAY KOPLOVITZ, president and CEO, USA Network
THE 22 IMMUTABLE LAWS OF MARKETING
Violate Them at Your Own Risk!
AL RIES & JACK TROUT
AUTHORS OF THE BESTSELLER POSITIONING

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!

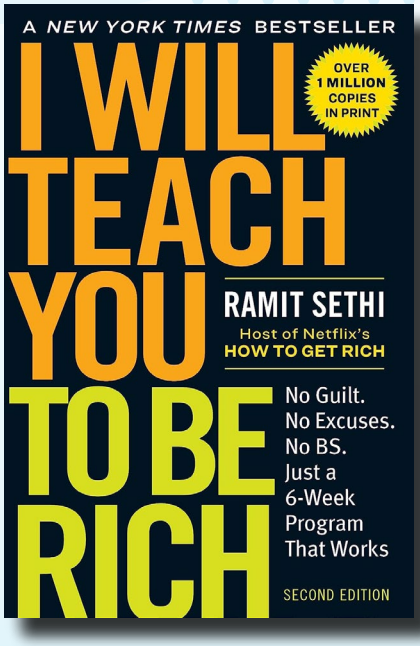
by Al Ries & Jack Trout

THE 10 BEST FINANCE BOOKS FOR GYM OWNERS


#1 New York Times, BusinessWeek, Wall Street Journal, and USA Today Bestseller
THE AUTOMATIC MILLIONAIRE
EXPANDED AND UPDATED
A POWERFUL ONE-STEP PLAN TO LIVE AND FINISH RICH
OVER 1.5 MILLION COPIES SOLD
DAVID BACH

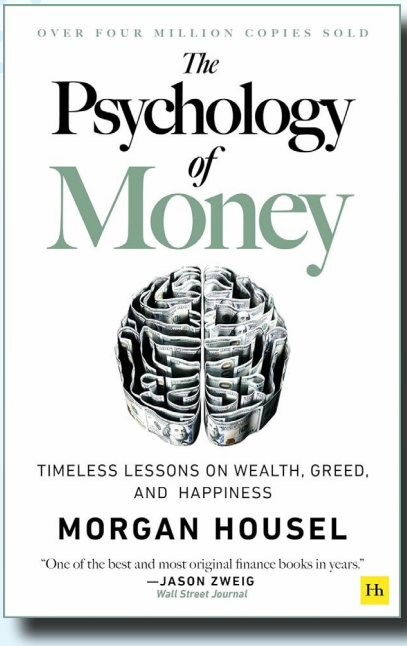
Automatic Millionaire: A Powerful One-Step Plan to Live and Finish Rich

by David Bach


A NEW YORK TIMES BESTSELLER
I WILL TEACH YOU TO BE RICH
OVER 1 MILLION COPIES IN PRINT
RAMIT SETHI
Host of Netflix's HOW TO GET RICH
No Guilt. No Excuses. No BS. Just a 6-Week Program That Works
SECOND EDITION

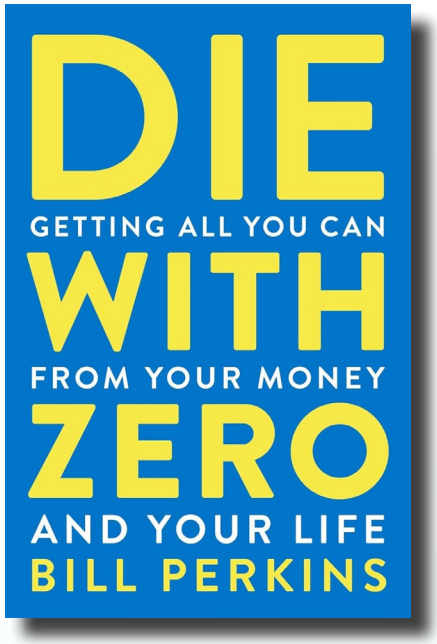
I Will Teach You To Be Rich: No Guilt. No Excuses. No BS. Just a 6-Week Program That Works

by Ramit Sethi


OVER FOUR MILLION COPIES SOLD
The Psychology of Money
TIMELESS LESSONS ON WEALTH, GREED, AND HAPPINESS
MORGAN HOUSEL
"One of the best and most original finance books in years."
—JASON ZWEIG
Wall Street Journal

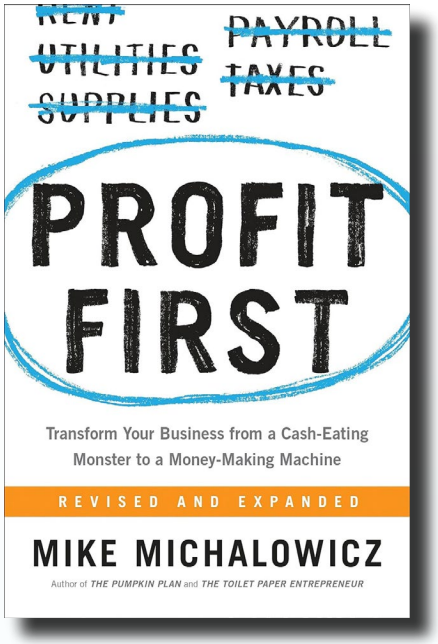
The Psychology of Money: Timeless Lessons on Wealth, Greed, and Happiness

by Morgan Housel



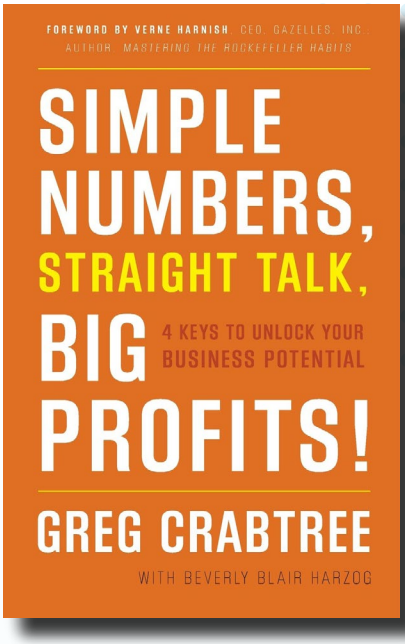
Die with Zero: Getting All You Can from Your Money and Your life

by Bill Perkins



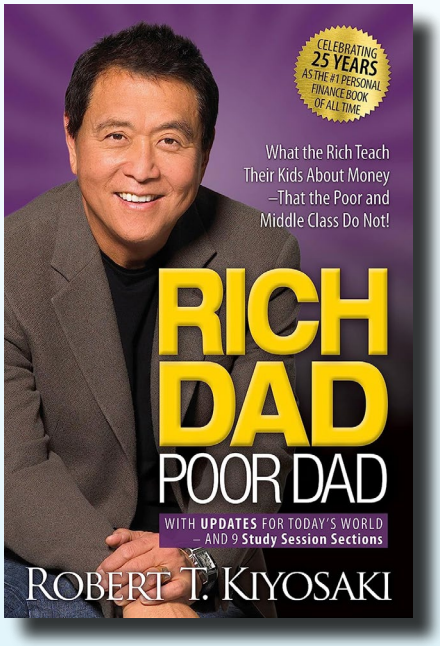
Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

by Mike Michalowicz



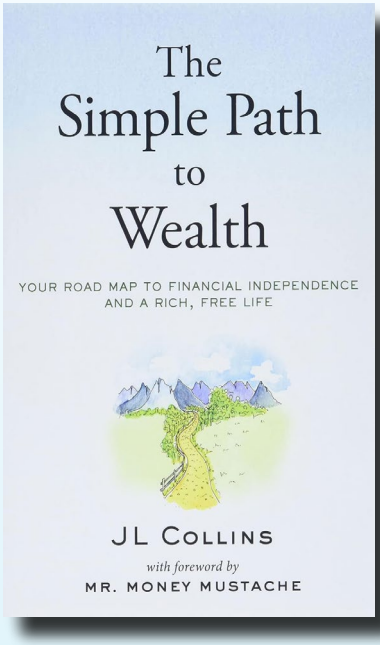
Simple Numbers, Straight Talk, Big Profits!: 4 Keys to Unlock Your Business Potential

by Greg Crabtree & Beverly Herzog


CELEBRATING 25 YEARS AS THE #1 PERSONAL FINANCE BOOK OF ALL TIME
What the Rich Teach Their Kids About Money –That the Poor and Middle Class Do Not!
RICH DAD
POOR DAD
WITH UPDATES FOR TODAY'S WORLD – AND 9 Study Session Sections
ROBERT T. KIYOSAKI

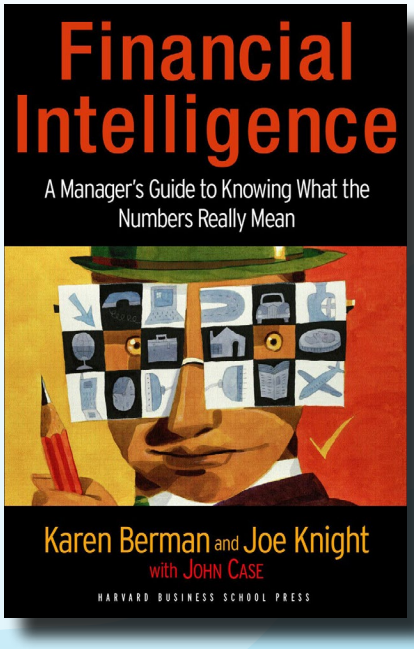
Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!

by Robert T. Kiyosaki



The Simple Path to Wealth: Your Road Map to Financial Independence and a Rich, Free Life

by J L Collins


Financial
Intelligence
A Manager's Guide to Knowing What the Numbers Really Mean
Karen Berman and Joe Knight
with JOHN CASE
HARVARD BUSINESS SCHOOL PRESS

Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean

by Berman, Knight & Case

Investing Made Simple
by Mike Piper, CPA

I hope you enjoy these books as much as I do! And if you want some other (free!) resources for fitness business learning, be sure to follow us and subscribe to us at our other media "homes".

Follow us for more gym success strategies

Hosted by BFU co-founder Michael Keeler, we interview a wide array of industry experts and talk about what is working in fitness industry right NOW.

Listen to the podcast >

Get actual tips, psychological frameworks and philosophy! Don't forget to checkout our curated playlists!

Subscribe to our YouTube channel >

Get access to our very best content @businessforunicorns. And, do slide into our DM. We'd love to talk!

Follow us on Instagram >

See you soon!